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| <b>(51) International Patent Classification <sup>6</sup> :</b><br><b>G06F 15/18, 17/30</b>  | <b>A1</b> | <b>(11) International Publication Number:</b> <b>WO 98/35297</b><br><b>(43) International Publication Date:</b> 13 August 1998 (13.08.98)   |
| <b>(21) International Application Number:</b> PCT/US98/01515<br><b>(22) International Filing Date:</b> 28 January 1998 (28.01.98)<br><br><b>(30) Priority Data:</b><br>08/794,387                      6 February 1997 (06.02.97)                      US<br><br><b>(71) Applicant:</b> PERSONALOGIC, INC. [US/US]; 7535 Metropolitan Drive, San Diego, CA 92108 (US).<br><br><b>(72) Inventors:</b> SAMMON, Thomas, M., Jr.; 4838 Sussex Drive, San Diego, CA 92116 (US). SCURLOCK, Bradley, W.; 3979 Caminito Divila, San Diego, CA 92122 (US).<br><br><b>(74) Agent:</b> HAYNES, Mark, A.; Wilson Sonsini Goodrich & Rosati, 650 Page Mill Road, Palo Alto, CA 94304-1050 (US).  |           | <b>(81) Designated States:</b> CA, GB, JP, NO, European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE).<br><br><b>Published</b><br><i>With international search report.</i><br><i>Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i> |
| <b>(54) Title:</b> CONSUMER PROFILING SYSTEM WITH ANALYTIC DECISION PROCESSOR<br><br><b>(57) Abstract</b><br><p>A system which processes information to identify product choices within a product domain for a user, presents structured data concerning attributes of products in the product domain to the user in a readily understandable and efficient manner, allowing the user to make the best choice according to his or her own personal profile. A user interface (20, 21 and 22) presents a sequence of input prompts to the user to gather preference and requirement data for a plurality of attributes of products in the product domain. A decision engine (10) is coupled to the user interface (20, 21 and 22) and filters the product domain to present a set of products according to the gathered preference and requirement data as product choices to the user.</p> <pre>graph TD     subgraph User_Interfaces         direction TB         UI1[GUI 20] --- US1[USER STATION 14]         UI2[GUI 21] --- US2[USER STATION 15]         UI3[GUI 22] --- US3[USER STATION 16]     end     US1 --- I[INTERNET 13]     US2 --- I     US3 --- I     I --- DES[DECISION ENGINE SERVER 10]     DES --- DAS[DOMAIN ATTRIBUTE SET 26]     DES --- DPS[DOMAIN PRODUCT SET 25]     DES &lt;--&gt; UP[USER PROFILE ATTRIBUTE REQUIREMENTS AND PREFERENCES 27]</pre> |           |   |